

AMENDMENTS IN THE CLAIMS

1. (Original) A method comprising:
receiving a request for content;
determining content to be displayed based on a set of factors including a time and a location;
ranking the content based on a bid amount, the bid amount correlated to the time and the location; and
displaying the content in a rank pattern determined according to rank of the content.
2. (Original) The method of claim 1, wherein the content is a set of products.
3. (Original) The method of claim 1, wherein the content is a set of sellers.
4. (Original) The method of claim 1, wherein time is one of a date, hour of day, and day of week.
5. (Original) The method of claim 1, further comprising:
determining an advertisement to be displayed based on the set of factors; and
displaying the advertisement with the content.
6. (Original) The method of claim 1, further comprising:
obtaining a bid from a client through a web based interface.
7. (Original) The method of claim 1, further comprising:
displaying content that has a correlated location, the correlated location within a defined distance from a customer.
8. (Original) The method of claim 1, further comprising:
displaying content that has a correlated location that is a geographic region which a customer is within.
9. (Original) The method of claim 1, wherein the displaying of the content is through one of an interactive television system, web appliance, computer system and wireless device.
10. (Original) The method of claim 9, wherein the interactive television system utilizes a simplified navigation system.

11. (Original) A machine-readable medium that provides instructions, which when executed by a machine cause the machine to perform operations comprising:
 - receiving a request for content;
 - determining content to be displayed based on a set of factors including a time and a location;
 - ranking the content based on a bid amount, the bid amount correlated to the time and the location; and
 - displaying the content in a rank pattern determined according to rank of the content.
12. (Original) The machine-readable medium of claim 11, wherein the content is a set of products.
13. (Original) The machine-readable medium of claim 11, wherein the content is a set of sellers.
14. (Original) The machine-readable medium of claim 11, wherein time is one of a date, hour of day, and day of week.
15. (Original) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:
 - determining an advertisement to be displayed based on the set of factors; and
 - displaying the advertisement with the content.
16. (Original) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising, further comprising:
 - obtaining a bid from a client through a web based interface.
17. (Original) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising, further comprising:
 - displaying content that has a correlated location, the correlated location within a defined distance from a customer.
18. (Original) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising, further comprising:

displaying content that has a correlated location that is a geographic region which a customer is within.

19. (Original) The machine-readable medium of claim 11, wherein the displaying of the content is through one of a web appliance, computer system, wireless device and interactive television system.

20. (Original) The machine-readable medium of claim 19, wherein the interactive television system utilizes a simplified navigation system.

21. (Previously Presented) A method comprising:
displaying a set of navigation options through an interactive television channel;
ranking navigation options based on a one of merchant feedback and user feedback;
and
arranging navigation options based on ranking.

22. (Previously Presented) The method of claim 21, further comprising:
determining a placement of a matrix layer of a navigation interface based on ranking.

23. (New) The method of claim 1, further comprising:
tracking user navigation for a pay by performance system.

24. (New) The method of claim 1, wherein ranking the content is part of a bid for placement system.

25. (New) the method of claim 1, wherein the request for content is a key word search.

26. (New) The machine readable medium of claim 11, providing further instructions, which when executed by a machine cause the machine to perform operations comprising:
tracking user navigation for a pay for performance system.

27. (New) The machine readable medium of claim 11, wherein ranking the content is part of a hide for placement system.

28. (New) The machine readable medium of claim 11, wherein the request for content is a key word search.